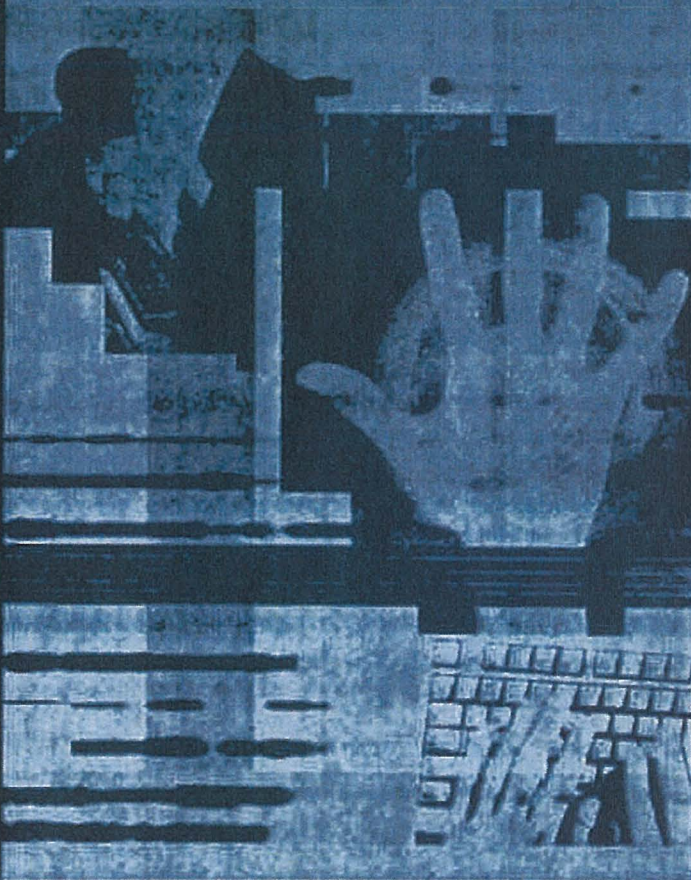


# Search Engines Handbook



## **EXHIBIT 2069**

*Facebook, Inc. et al.*

v.

*Software Rights Archive, LLC*  
CASE IPP2013-00470

To my father, Lee Fielden,  
who steadfastly held that it was  
always possible to learn something new.


Library of Congress Cataloging-in-Publication Data

Fielden, Ned L.

Search engines handbook / by Ned L. Fielden and Lucy Kintz.

p. cm.

Includes bibliographical references and index.

ISBN 0-7864-1308-5 (softcover : 60# alkaline paper) 

I. Search engines—Handbooks, manuals, etc. I. Kintz, Lucy,  
1967— II. Title.

TK5105.884.F54 2002

025.04 — dc21

2001007409

British Library cataloguing data are available

©2002 Ned L. Fielden and Lucy Kintz. All rights reserved

*No part of this book may be reproduced or transmitted in any form  
or by any means, electronic or mechanical, including photocopying  
or recording, or by any information storage and retrieval system,  
without permission in writing from the publisher.*

Front cover image: ©2002 Digital Vision

Manufactured in the United States of America

McFarland & Company, Inc., Publishers  
Box 611, Jefferson, North Carolina 28640  
[www.mcfarlandpub.com](http://www.mcfarlandpub.com)



# Search Engines

*Men have become the tool of their tools.*— Henry David Thoreau

Here is a short list of search engines, all included because they are either good, or have historic innovations, or are promising for the future. There are plenty more search engines, and all of their designers are hard at work to improve results.

The list includes some heavyweights (AltaVista and Google) some behind-the-scenes folks (Inktomi) and some new entries, some of which are barely out of their starting blocks (Teoma and WiseNut). We will briefly look at some metasearch engines, which harness a selected range of other search engines to provide a broader search experience.

## GOOGLE (<http://www.google.com/>)

This is a good one. The founders have come up with a fine search engine, in many ways far ahead of everyone else, and the current standard to beat. They did it quickly and thoughtfully, and as an immeasurable bonus, have so far resisted many of the commercial pressures that have marred the products of other notable search engine companies.

Sergey Brin and Lawrence Page did the basic work as graduate



Google <http://www.google.com/> © 2001, Google.

students at Stanford, and for several years as a beta-test version Google ran off a couple of old PCs in the proverbial Silicon Valley garage.\* The goal early on was to make a search engine that could cope successfully with even very simple queries, and the overall design of the product reflects some very innovative thinking.

Once arrived at Google's search page, your first pleasant surprise is the relatively clean interface, just a nice clear screen with a minimum of distracting directions and links. In its initial phase, the interface was even more minimalist, but even as more content has been added, the clutter-free initial page is still effective.

The search window is a text box and has a button to click for searching. A legacy of the whimsical nature of graduate student projects is revealed in the existence of the "I'm feeling lucky" button, which has no explanation whatsoever. This choice leads you merely

\*For a "white paper" discussion of Google's theoretical framework, see the somewhat dated but still instructive paper at <http://orew7.scn.edu.au/programme/fullpapers/1921/cam1921.htm>, Sergey Brin and Lawrence Page, [Aug. 2001].